Marketing campaigns of IA

*299. SHRI K. RAMA MOHANA RAO:
SHRI RAMA MUNI REDDY SIRIGIREDDY:

Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether Indian Airlines has launched aggressive marketing campaign to market itself with potential customers;

(b) whether the IA has started giving training to about 63 employees who can be used in the marketing and sales to face the competition;

(c) if so, the details thereof;

(d) whether IA has any proposal forgiving concession to the Central Government employees who fly by air;

(e) if so, the details thereof; and

(f) if not, the reasons therefor?

THE MINISTER OF CIVIL AVIATION (SHRI SYED SHAHNAWAZ HUSSAIN): (a) Yes, Sir.

(b) and (c) Yes, Sir. Indian Airlines is imparting training to its officers and staff in sales and marketing. Seventy-four (74) officers and staff from Commercial and Finance Departments have undergone three sales training programmes conducted at the Central Training Establishment during the period September to November, 2002.

(d) to (f) Yes, Sir. Indian Airlines has reintroduced the Leave Travel Concession (LTC) Scheme effective 15th November, 2001 offering 30% discount in Economy class on Basic fares, on its domestic network, to the employees of Central Government, State Governments, Public Sector Undertakings, Educational Institutes recognized by Central/State Governments who travel on LTC. This discount is available against a declaration from the employer that the employee is eligible for LTC under service rules and that they are not entitled to reimbursement of full normal air fare while travelling on leave.